

**AMERICAN & Standard
RADIATOR & Sanitary
CORPORATION**

PLAINTIFF'S EXHIBIT

ASI-697

MANAGER
ADVERTISING & SALES PROMOTION

March 23, 1950

P. O. Box 1226
PITTSBURGH 30, PA.

TO ALL SALES OFFICE MANAGERS:

Enclosed is a complete gas radiator heating sales package, consisting of four new pieces of American-Standard Gas Boiler point-of-sale literature.

Form No. 821 covers the 1-GA-E, 2-GA-E and 4-GA-E Empire. Form No. 822 shows the 1-G and 4-G Standard, and Form No. 823 presents the O-GS-6-E Empire. These are brand new pieces of literature that conform generally with the changes in gas boiler design announced in General Sales Department Bulletin GSD-91643-KJS, September 16, 1949. Form No. 735, O-GS-4-E and O-GS-5-E Empire is a revised reprint of previous literature to cover product as it is currently being furnished.

Copies of this new literature are being sent to your customers, and requisitions now on hand are being processed. Additional quantities for your office or salesmen, as well as for distribution, should be ordered by form number on Advertising Requisition #35.

Very truly yours,



H. L. Spindler, Manager
Advertising & Sales Promotion

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Serving the Nations' Health and Comfort